



Lo Loma Site

Vision and Potential Uses Discussion

Economic Development Subcommittee
Meeting

September 10, 2015

Tonight's Discussion

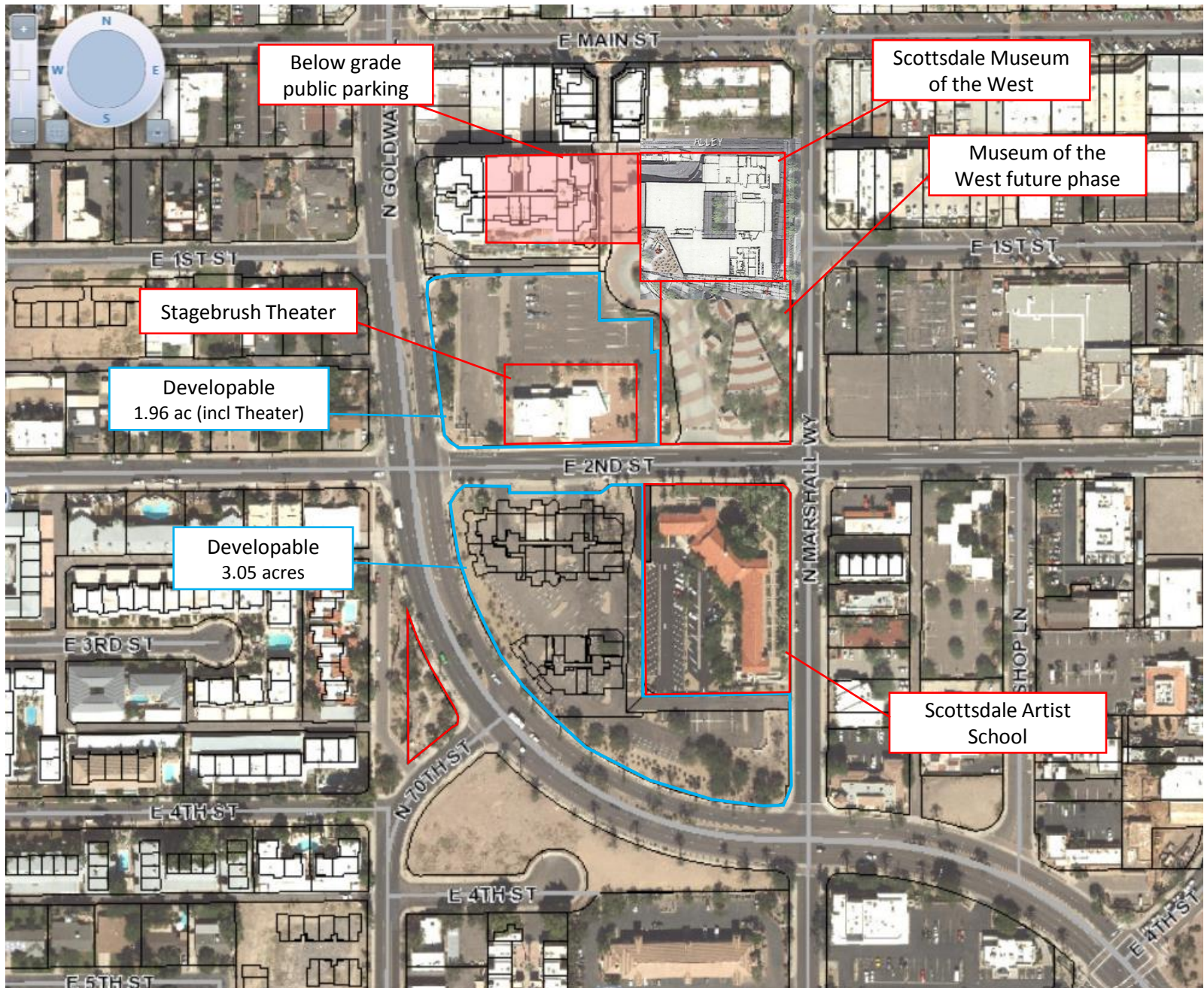


1. Putting the site into context:
 - Location
 - History of redevelopment plans and agreements
 - Current uses
 - Level of private interest in property
2. Priorities and goals for site
3. Potential uses with example pros and cons

Following This Input



Tonight's input and direction will allow staff to move forward with crafting of an appropriate Request for Qualifications to garner private interest, and/or shed light on areas in need of additional discussion or analysis



History of the Site/Current Uses



- 2002 Lo Loma agreement with “Arts District Group LLC” to develop 5 acre mixed use project
- Completed 1st Phase, Main Street Plaza Condos
- Failed to meet conditions of subsequent phases
- 2010 settlement dissolved agreement
- January 2012 RFP for development of a western art and history museum. Closed with no submissions
- May 2012 RFQ for downtown cultural park to include western theme museum. Scottsdale Museum of the West

Interest and Potential Value



- Multiple, highly credible development groups interested in the opportunity to submit an RFQ or RFP response
- Last contiguous and underdeveloped property of its size/kind
- Approximate land value of \$15-\$17million

Related Plans and Priorities



Plan/Strategy	Comments
Council Strategic Priorities (update approved July 2, 2015)	<ul style="list-style-type: none">- Provide strategic support of tourism and visitor events.- Carry out the comprehensive economic development strategy.- Prepare and adopt fiscally sustainable operating and capital budgets.

Related Plans and Priorities



Plan/Strategy	Comments
<p>Economic Development Strategic Plan (adopted Feb. 17, 2015)</p>	<p>Downtown Scottsdale Vision – In 2019, Downtown Scottsdale has morphed from a medley of distinct areas in various stages of transition into a downtown with a thriving menu of offerings comprising the single most attractive Arizona destination for visitors, local resident entertainment, and technology and advanced business services firms and employees.</p> <ul style="list-style-type: none">• Support the creation of an improvement district for enhanced municipal services in Downtown which will provide important tools and resources on par with other successful downtowns across the nation.• Consider charging the Economic Development Department to develop a retail retention/ attraction strategy, focusing on unique, specialized offerings; include a collaborative plan to work with the Gallery District to identify the potential/need to attract artists and art collectors or other tenants in the arts or culture medium.

Related Plans and Priorities



Plan/Strategy	Comments
<p>Downtown Character Area Plan</p>	<p>GOAL LU 1: Maintain downtown Scottsdale as the commercial, cultural , civic, and symbolic center of the community to ensure a vibrant mix of mutually supportive land uses.</p> <p>GOAL LU 2: Promote the development of the downtown as a collection of mixed-use urban neighborhoods.</p> <p>Policy LU 2.3: New development and redevelopment within the Multiple Use areas adjacent to the Downtown Core should support the specialty retail and regional tourist attraction land uses within the Core area and should transition in scale, height, and intensity from the higher scale Type 2 Multiple Use development to that of the lower scale Type 1 development in the Downtown Core.</p>

Related Plans and Priorities



Plan/Strategy	Comments
Downtown Character Area Plan	<p>Policy LU 2.5. Encourage new development, redevelopment and infill that strengthens Downtown Scottsdale's mix of uses and activities through the development of mutually supportive land uses within the Downtown Multiple Use urban neighborhoods. Multiple Use areas include the majority of the properties within the overall Downtown Plan boundary.</p> <p>GOAL LU 6: Promote diversity in downtown housing options.</p> <p>Policy LU 6.1. Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes, and live/work units.</p>

Related Plans and Priorities



Plan/Strategy	Comments
Downtown Character Area Plan	<p>Policy LU 6.2. Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.</p> <p>Policy LU 6.3. Encourage residential development for a variety of income groups.</p> <p>GOAL LU 7: Support a mix of land uses that promote a sustainable downtown.</p>
5 Year Tourism Strategic Plan	<p>DS3. Create “Arizona Central.”</p> <p>DS4. Create an animated Downtown with three categories of events: happenings, Downtown events, festivals.</p>

Clarifying Goals for Parcel



- Based on previous and current strategic plans and priorities, what should the driving goal be for use of the site? Possibilities:
 - Adherence to one or more of strategic visions/goals for the area
 - Economic development
 - Tourism, art and culture focus
 - Fiscal return focus (dollars received via sale or lease)
 - Other??

Potential Uses for Discussion



- Park, gathering space
- Office/employment
- Residential
- Retail, entertainment
- Arts, culture
- Hospitality
- Parking

Potential Scope Requirements



- Consideration for incorporation of youth theatre
- Connectivity with museum and arts
- Providing neighborhood shopping and services
- 2nd Street closure to allow for parcel continuity